

Student Activity Facility: Second Stadium Naming Rights Survey

Results and Analysis

Katy Independent School District

July 7–19, 2016



Purpose of the Study

Katy ISD's new 12,000 seat Student Activity Facility: Second Stadium is currently under construction. A neighboring school district recently sold the naming rights of their new stadium for approximately \$1.5 million over a 10-year period (\$150,000 per year for 10 years). Katy ISD is now exploring and evaluating strategic alternatives with regard to naming the Student Activity Facility: Second Stadium. This could potentially include selling the naming rights.

This survey was intended to gather feedback on the community's interest in selling naming rights before the District moves forward with soliciting potential naming sponsors or naming it after an attribute. It is expected that proceeds would go directly into the District's General Operating Fund where they would be used to help provide support of our schools, students and staff. Katy ISD wants to ensure that any sponsorship would be consistent with the community's values and the Board of Trustees policy.

Details of the Study

K12 *Insight* emailed individual invitations with survey links to Katy ISD parents, community members, and Katy ISD Gold Card senior citizen members. People who contacted the District or K12 *Insight* because they had not received an email invitation were given a link to participate in the survey. The survey could also be accessed via a public URL posted on the District's website. The survey was offered in both English and Spanish.

The survey was open July 7-19, 2016. Reminders were sent July 14 and 19 to those who had not yet taken the survey.

This report summarizes survey results. Results do not reflect random sampling; therefore, they should not be generalized to all Katy ISD community members. Rather, results reflect only the perceptions and opinions of survey participants.

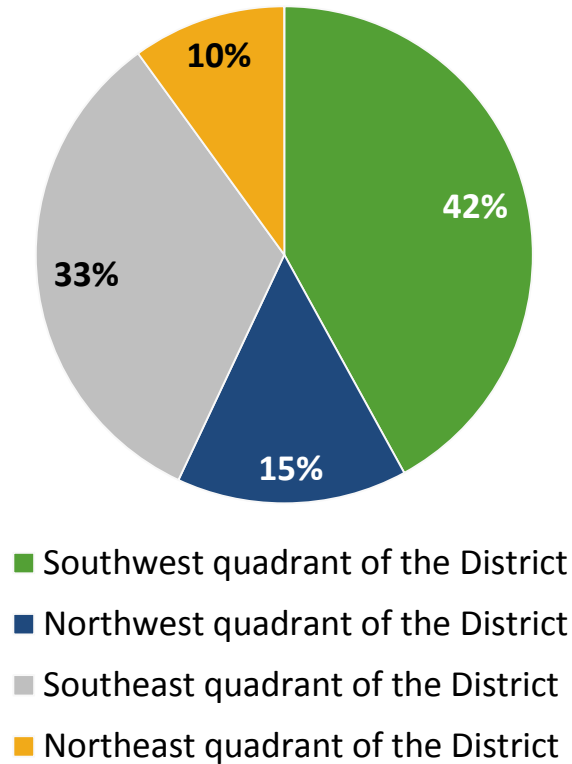
Findings for each item in the report exclude participants who did not answer, as well as participants who said they do not live within the Katy ISD boundaries. In the upcoming charts and graphs, data labels less than 5 percent are not shown.

Participation

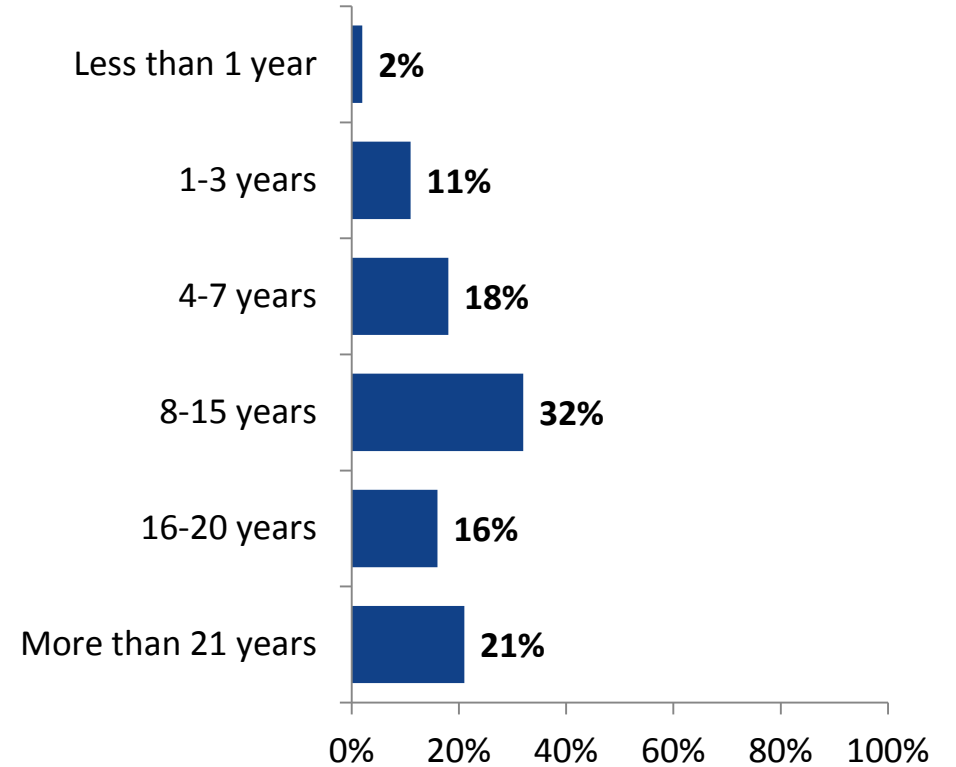
Responding Group	Number of Invitations Delivered	Number of Responses via Email Invitations	Number of Responses via Public URL	Total Responses
Community Members	67,906	4,274	1,363	5,637

Participant Profile

Please select the region of the District in which you reside: (N=4,015)

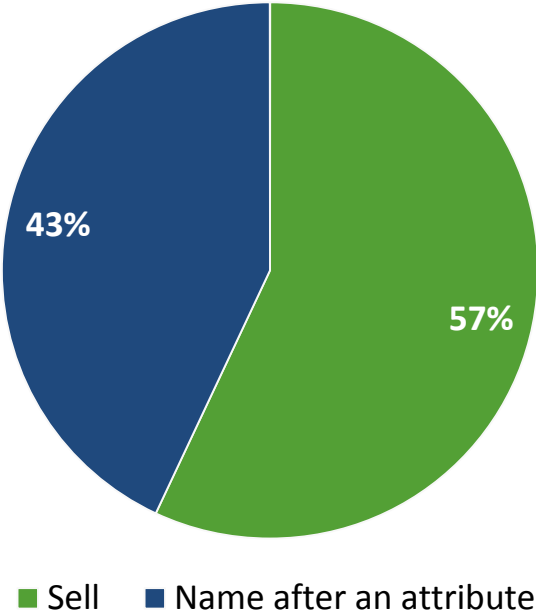


How long have you lived in the District? (N=5,456)



Sell vs. Name After an Attribute

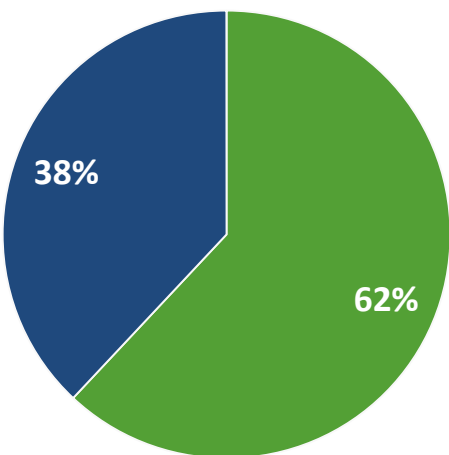
Do you believe Katy ISD should consider selling naming rights for the second stadium, or name it after a meaningful attribute/characteristic or group that reflects Katy's values? (N=5,466)



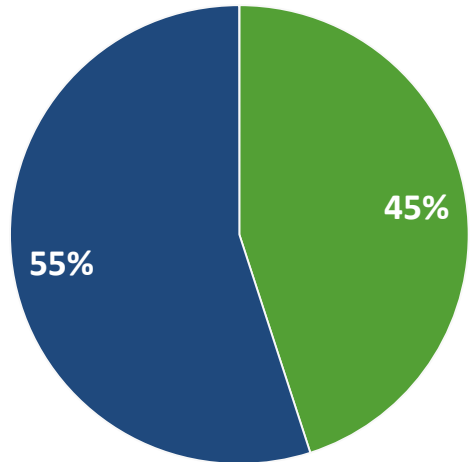
Sell vs. Name After an Attribute

Do you believe Katy ISD should consider selling naming rights for the second stadium, or name it after a meaningful attribute/characteristic or group that reflects Katy's values?

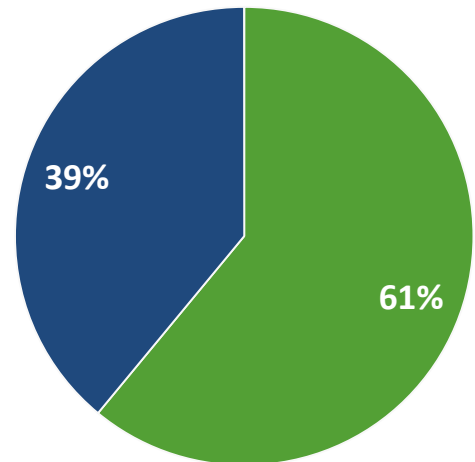
Southwest Quadrant (N=1,672)



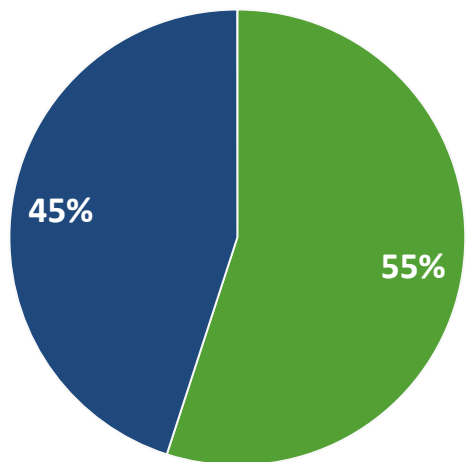
Northwest Quadrant (N=618)



Southeast Quadrant (N=1,334)



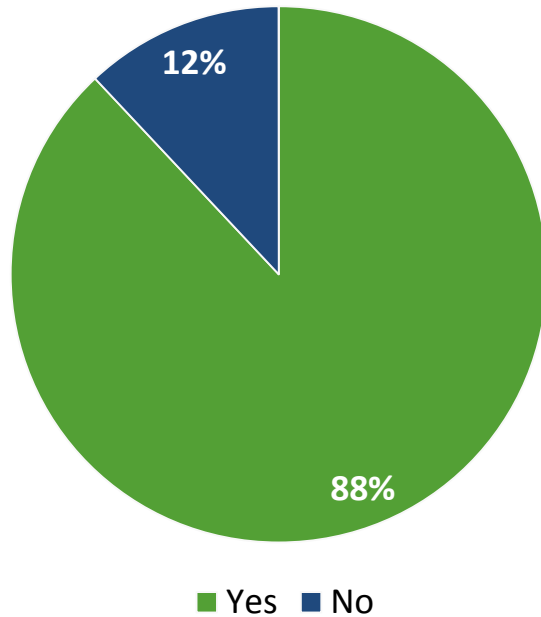
Northeast Quadrant (N=391)



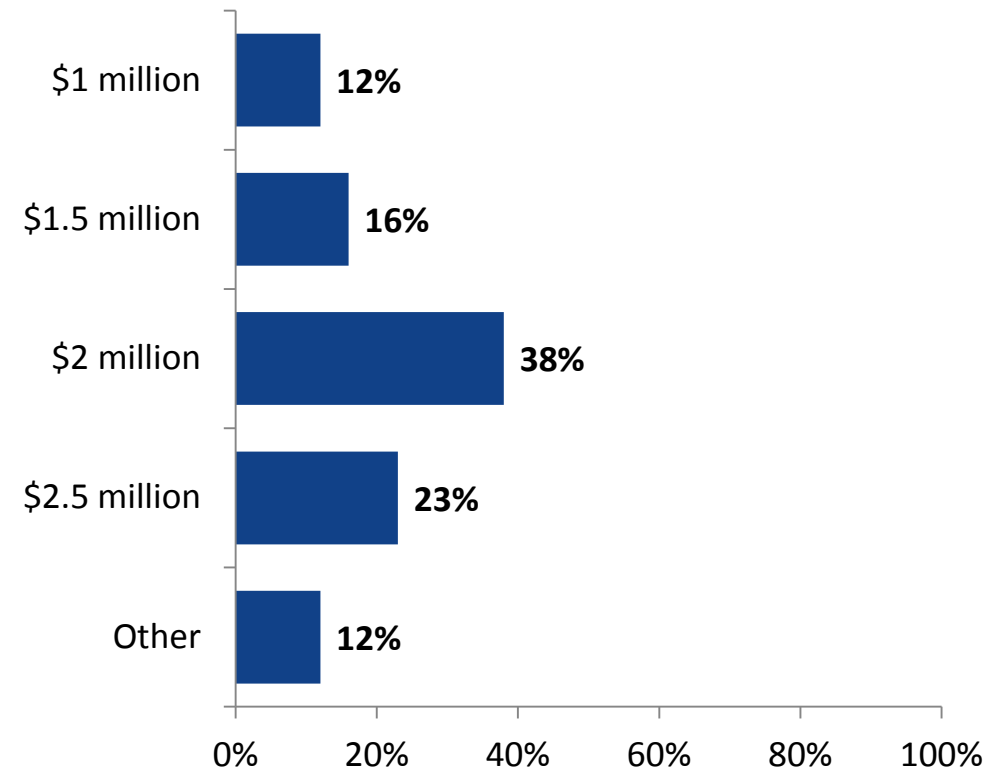
■ Sell ■ Name after an attribute

Sell Amount

Do you believe there is a minimum dollar amount that should be met by an entity interested in purchasing naming rights for the second stadium for a ten-year period? (N=2,777)



What is that dollar amount over a ten-year period? (N=2,427)



Note: Only participants who responded that Katy ISD should consider selling the naming rights answered this question.

Note: Only participants who responded they believe there is a minimum dollar amount that should be met answered this question.

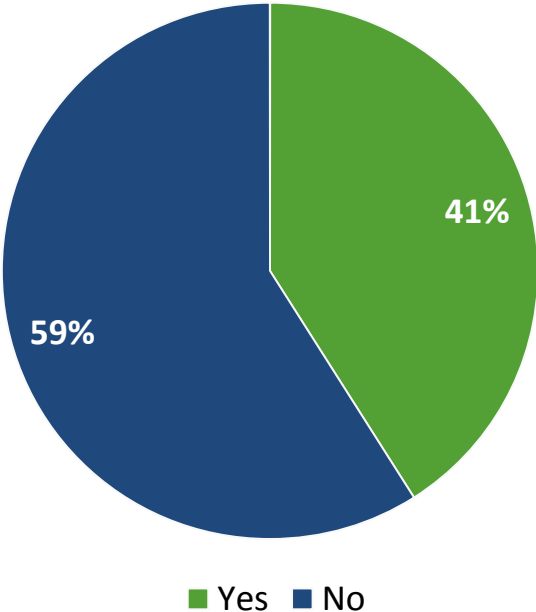
Attribute Name

What name would you suggest for the second stadium (some examples may include “Veterans Stadium” or “Heritage Stadium” or other)?
(N=1,388)

Most frequently suggested names:
Mike Johnston Stadium
Katy Stadium
Heritage Stadium
Gary Joseph Stadium
Veterans Stadium
Legacy Stadium
MKT Stadium
Alton Frailey Stadium
Champions Stadium
Katy Heritage Stadium

Student Activity Facility COMPLEX

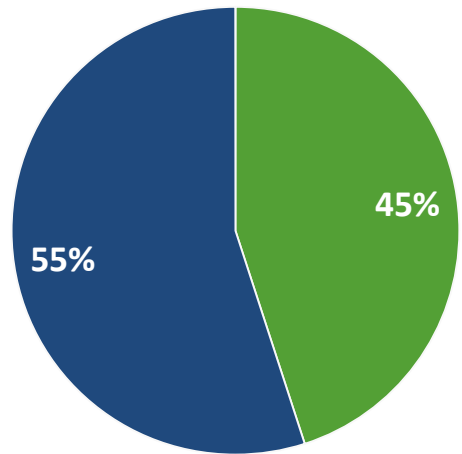
Do you believe the District should consider selling naming rights for the Student Activity Facility COMPLEX, which comprises the Robert R. Shaw STEAM Center, Miller Career & Technology Center, Raines High School, Opportunity Awareness Center, Rhodes Stadium and the second stadium? (N=5,357)



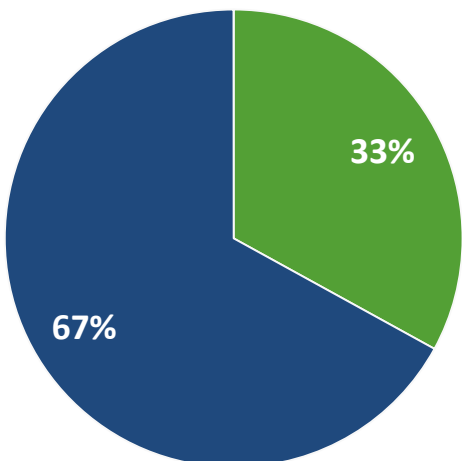
Student Activity Facility COMPLEX

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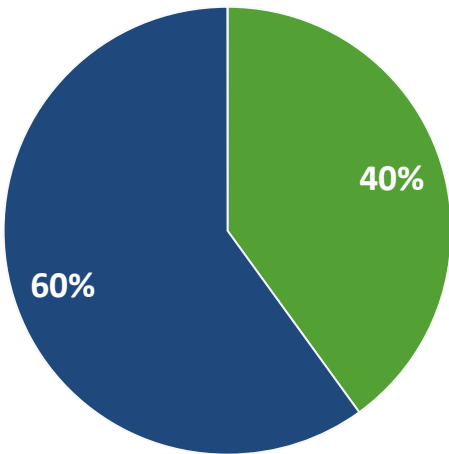
Southwest Quadrant (N=1,656)



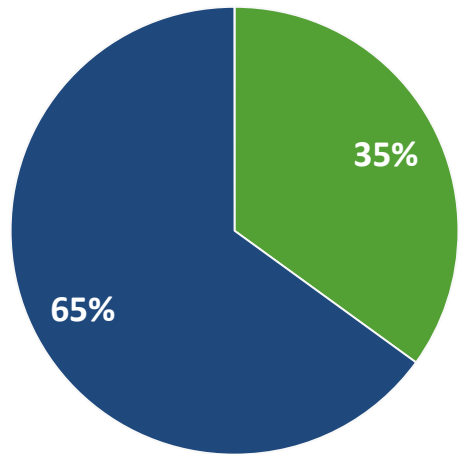
Northwest Quadrant (N=607)



Southeast Quadrant (N=1,313)

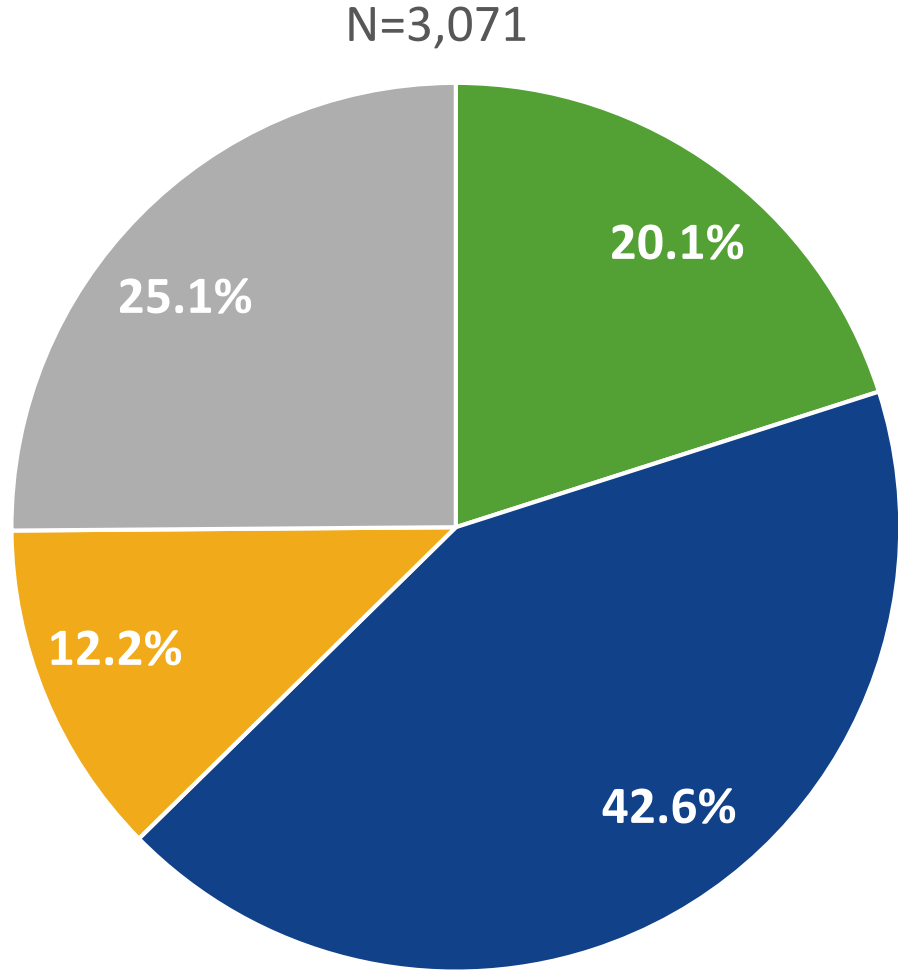


Northeastern Quadrant (N=387)



■ Yes ■ No

Open Comments



■ Other ■ Sell ■ Legacy name ■ Attribute

Questions?